Navy Medicine
Social Media Tutorial
Facebook, Twitter & Blogs

Introduction

- **The following slides provide a step-by-step guidance for Navy Medicine commands who have or will establish a Facebook or Twitter pages in support of their PA program.**

- **If you have any questions about the content or concepts in these slides please contact:**

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Tonise.howell@med.navy.mil

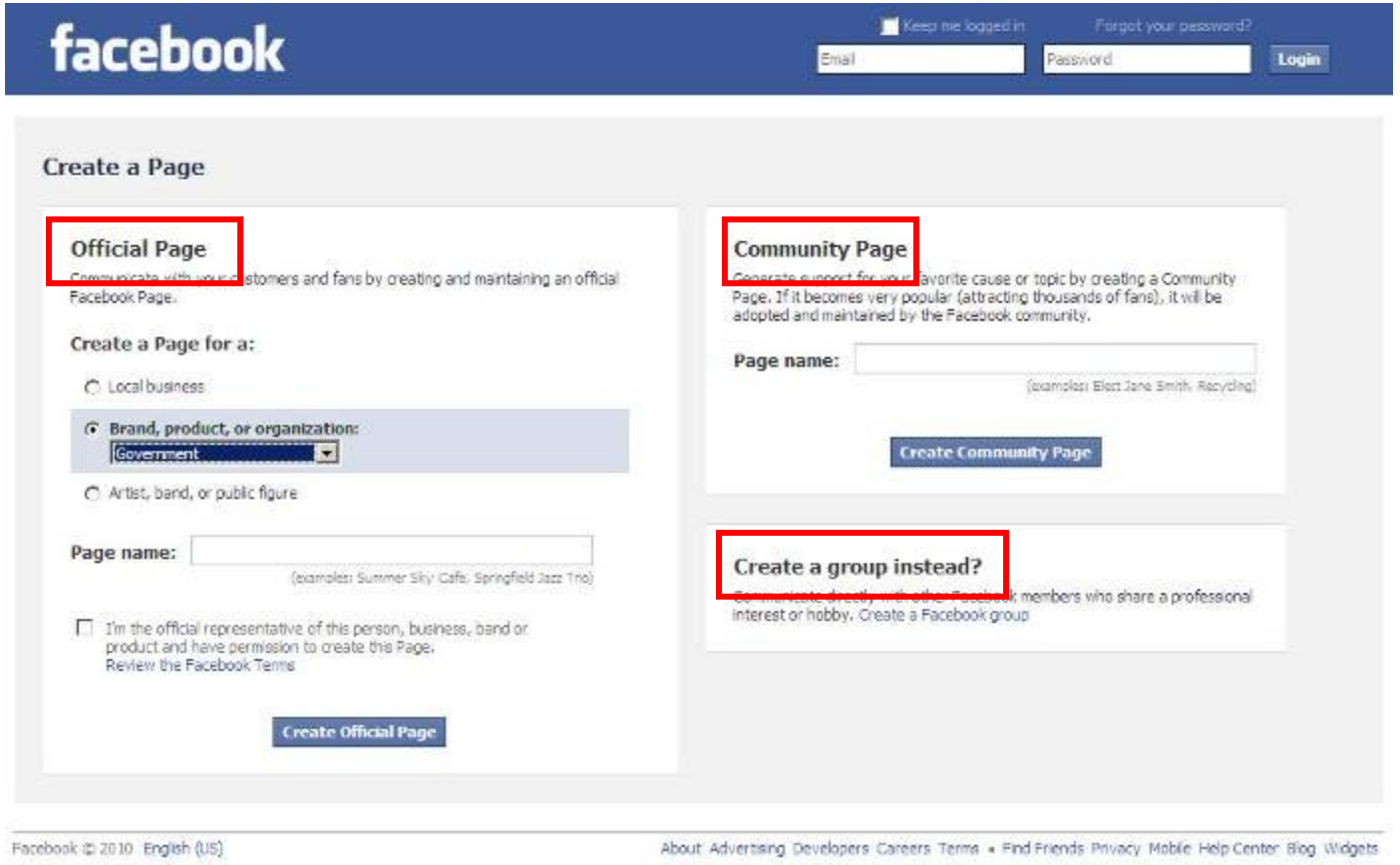
Facebook

facebook
Keep me logged in
Forgot your password?
Email
Password
Login
Facebook helps you connect and share with the people in your life.
Sign Up
It's free and anyone can join
First Name:
Last Name:
Your Email:
New Password:
I am:
Select Sex:
Birthday:
Month:
Day:
Year:
Why do I need to provide this?
Sign Up
Create a Page for a celebrity, band or business.
English (US) Español Português (Brasil) Français (France) Deutsch Italiano العربية हिन्दी 中文(简体) 日本語 »
Facebook © 2010 English (US)
About Advertising Developers Careers Terms • Find Friends Privacy Mobile Help Center Blog Widgets

Types of Facebook Accounts

- **Accounts**
  - **Personal Profile**
  - **Business**

Types of Facebook Pages


facebook
Keep me logged in
Forgot your password?
Email
Password
Login
Create a Page
Official Page
Facebook Page.
Create a Page for a:
Local business
Brand, product, or organization:
Government
Artist, band, or public figure
Page name:
(examples: Summer Sky Cafe, Springfield Jazz Trio)
I'm the official representative of this person, business, band or product and have permission to create this Page.
Review the Facebook Terms
Create Official Page
Community Page
Page, If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.
Page name:
(examples: Elect Jane Smith, Recycling)
Create Community Page
Create a group instead?
interest or hobby. Create a Facebook group
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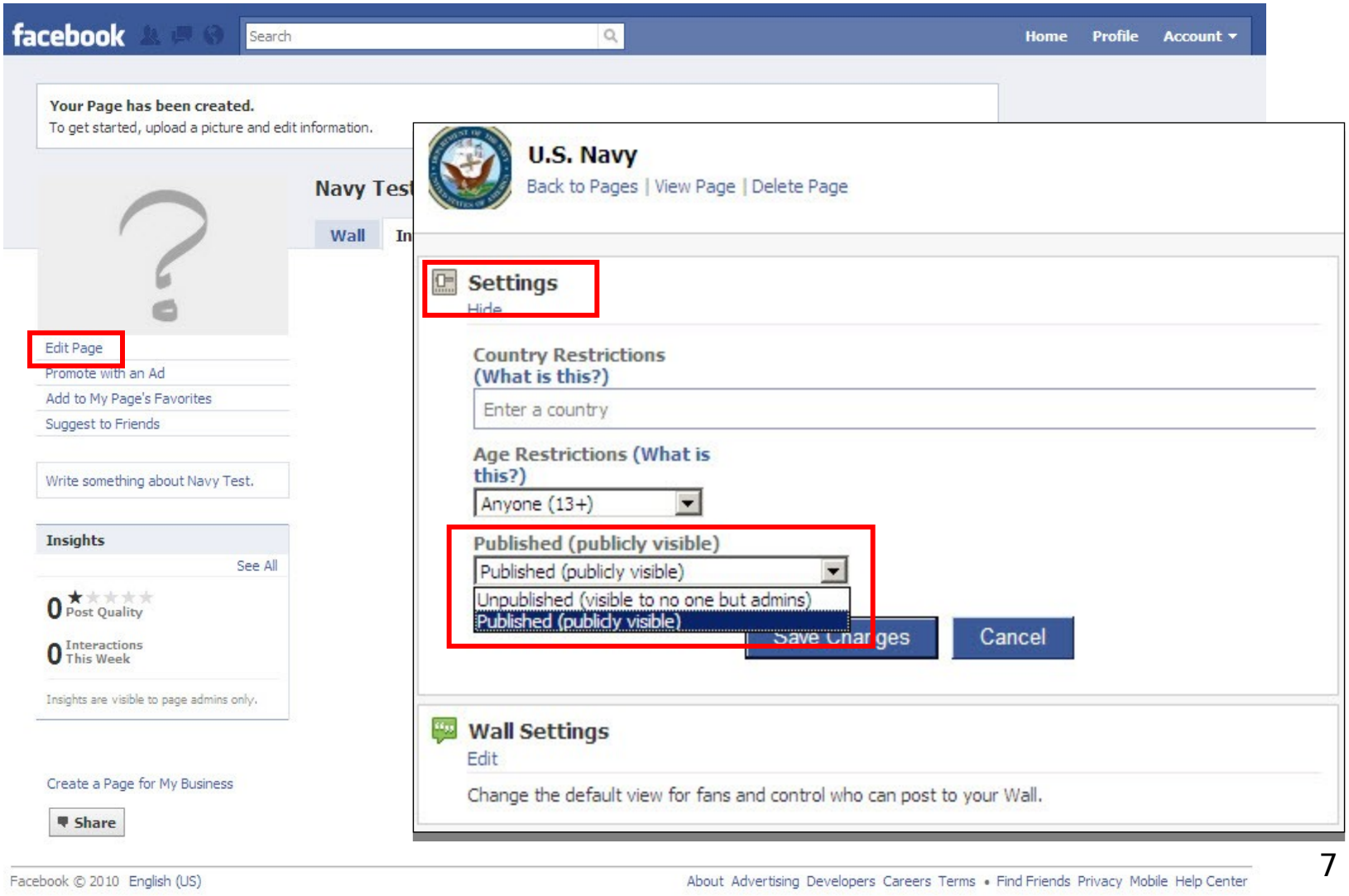
Page Naming

- **Official pages are open to the public and indexed by search engines such as Google.**
- **In order to be best found the name of your page should be clear and easily understood.**
- **Navy Medicine commands are encouraged to develop official pages and not “community pages”**
- **Ex.: If you are a member of Strike Fighter Squadron 11 “The Red Rippers”:**
  - **Good – VF/A 11**
  - **Better – The Red Rippers**
  - **Best – The Red Rippers, Fighter-Attack Squadron 11 (VF/A 11)**

Building your page ...

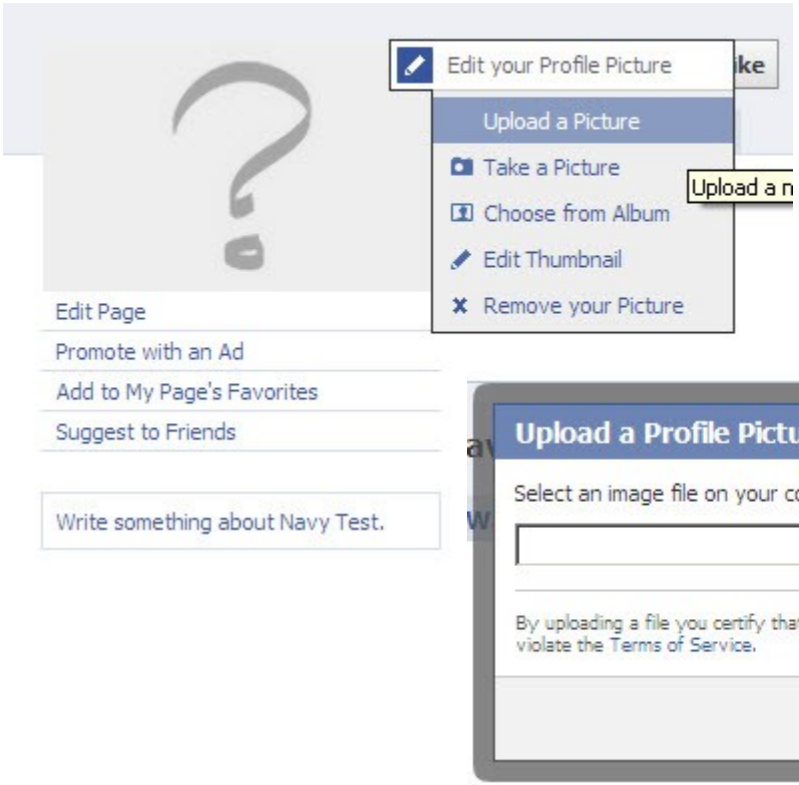


Add Admins

Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
facebook
Search
Home
Profile
Account
Ads Manager | Pages | Help
Promote your page
Navy Test
Back to Pages | View Page | Delete Page
Settings
Edit
Edit country restrictions, age restrictions and published status.
Wall Settings
Edit
Change the default view for fans and control who can post to your Wall.
Mobile
Edit · Learn more
Publish status updates, photos and videos to your Facebook Page on the go.
Applications
Photos
Edit · Application Settings · Link to this Tab · Remove Application
With Facebook Photos, you can upload an unlimited number of albums to your Facebook profile. You can reorder photos, rotate them, and tag your friends in them.
Discussion Boards
Edit · Application Settings · Link to this Tab · Remove Application
Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!
Links
Edit · Application Settings · Remove Application
With Facebook Posted Items, you can share anything on the internet by posting it to your profile. You can post websites, blogs, videos, and songs, as well as content on Facebook, like profiles, photos, notes, groups, and events.
Video
Edit · Application Settings · Remove Application
Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends. Additional features include full-screen playback, tagging your friends in videos, rotating videos, and more.
Notes
This Page has not been published. To make this Page public, publish this Page.
News for Page Admins
Usernames for Facebook Pages 4:54pm Apr 13
Pages Functionality Resources: Help Center 6:05pm Apr 7
Introducing per post analytics for Pages 5:52pm Jan 21
See More News
Insights
No data available because this page has not been published.
Promote your page
Promotion Guidelines
Promote with a Like Box
Scott McIlnay
Help with Your Page
For tips and information about Facebook Pages, click here.
Promote with Facebook Badge
Get Your Badge
Create an Ad
My Hair Loss Story
Read how I managed to stop my hair loss without surgery!
Like
Shop @ Nimitz Mall Save
Help Operation Homefront and SAVE! Thru 5/31/10 Nimitz Mall will donate 100% of our Net Profit to Operation Homefront and you'll save $
Like
Admins
Add
Scott McIlnay
Help with Your Page

** Remember Admins cannot be deleted

Upload Logo


Edit your Profile Picture
Upload a Picture
Take a Picture
Choose from Album
Edit Thumbnail
Remove your Picture
Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Write something about Navy Test.
Upload a Profile Picture for Navy Test
Select an image file on your computer (4MB max):
Browse...
By uploading a file you certify that you have the right to distribute this picture and that it does not violate the Terms of Service.
Cancel

Choose file
Look in:
Imagery & Graphics
File name:
AFG-071024-012.jpg
Open
Cancel

Add Posting Policy/Disclaimer

NAVY Social Media
This page serves to compile resources and guidance on Social Media for the Navy Public Affairs Community. Link and mentions of resources/publications does not constitute an endorsement. Suggestions for additional resources for this pages are appreciated.
Latest Navy News Stories
Daily News Update
Navy NewsStand Stories
Social Media Directory:
Social Media Policy:
Social Media Directory - updated often
DoD Web Site Administration Policies & Procedures
Social Media User Agreement
facebook
Navy Test
Wall
Info
Photos
Discussions
Done Editing
Basic Info
Detailed Info
Website:
Parking:
Street
Parking Lot
Valet
Public Transit:
Welcome to the [COMMAND NAME]'s Facebook Fan page sponsored by the [COMMAND OR ISIC AS APPROPRIATE]. This page is intended to provide updated
Save Changes
Cancel
Detailed Info
Website:
http://www.navy.mil
Parking:
Street
Parking Lot
Valet
Public Transit:
Welcome to the [COMMAND NAME]'s Facebook Fan page sponsored by the [COMMAND OR ISIC AS APPROPRIATE]. This page is intended to provide updated
Save Changes
Cancel

http://www.chinfo.navy.mil/socialmedia.html

http://www.chinfo.navy.mil/socialmedia/user_agreement.doc

Medical Emergency Disclaimer (ex. This page is not responsible for medical emergencies.)

Setup your Wall

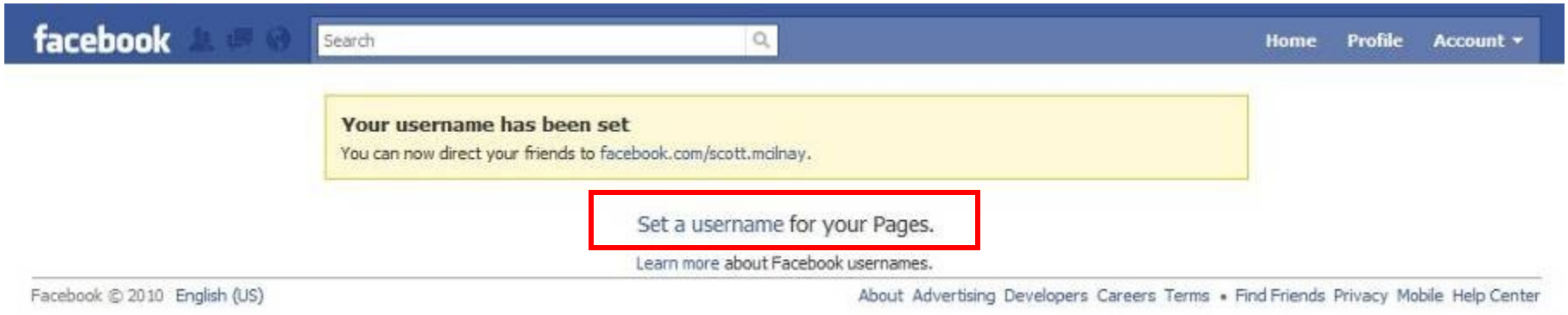
Add Content

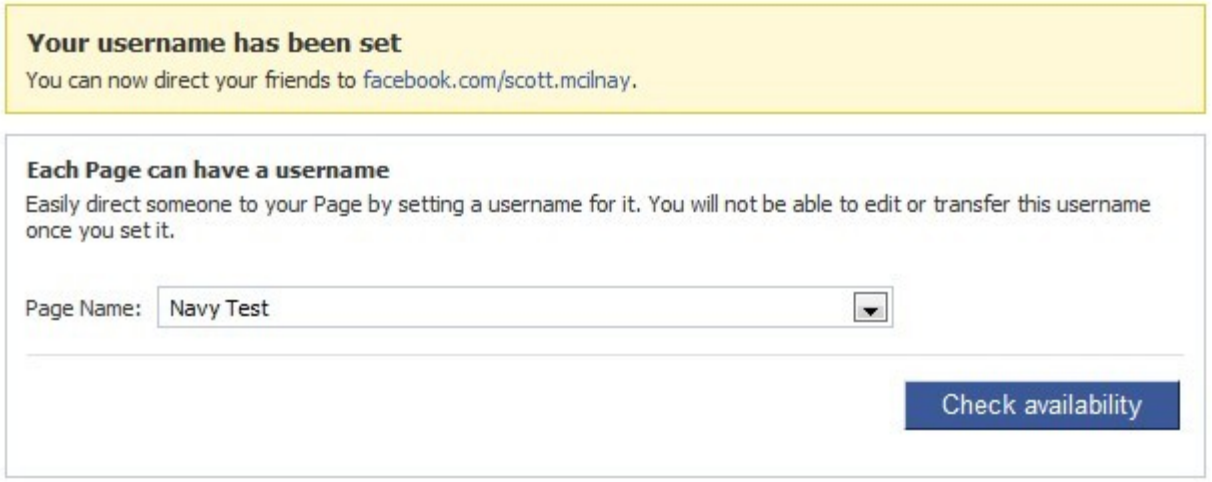
facebook
Search
Home
Profile
Account
Navy Test
Like
Wall
Info
Photos
Discussions
Attach:
Everyone
Share
Navy Test + Others
Just Navy Test
Just Others
Settings
Edit Page
Promote with an Ad
Add to My Page's Favorites
Suggest to Friends
Write something about Navy Test.
Insights
See All
Post Quality
Interactions This Week
Create a Page for My Business
Share
Navy Test
2 seconds ago · Comment · Like · Share
Navy Test
Navy Personnel Command Gets Back to Business
www.navy.mil
Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millingto
about a minute ago · Comment · Like · Share · Promote
Navy Test MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.
3 minutes ago · Comment · Like · Promote
RECENT ACTIVITY
Navy Test edited their Public Transit and Website.
Navy Test joined Facebook.
Navy Test
Your Text Here
Scott McElroy likes
Like
Facebook © 2010 English (US)
About Advertising Developers Careers Terms · Find Friends Privacy Mobile
Photos
Upload a Photo
from your drive
Take a Photo
with a webcam
Create an Album
with many photos
Everyone
Share
Link
Navy Personnel Command Gets Back to Business
http://www.navy.mil/search/display.asp?s...
Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millingto
1 of 1
Choose a Thumbnail
No Thumbnail
Everyone
Share
MILLINGTON, Tenn. (NNS) -- Just a week after torrential rains sent up to four feet of water across Naval Support Activity Mid-South (NSA) Millington, Navy Personnel Command (NPC), with the assistance of NSA personnel, have restored the majority of services that support the fleet.
Attach:
Everyone
Share

** Be mindful to update your content frequently

Get Your URL

http://www.facebook.com/username


facebook
Search
Home
Profile
Account
Your username has been set
You can now direct your friends to facebook.com/scott.mcilnay.
Set a username for your Pages.
Learn more about Facebook usernames.
Facebook © 2010 English (US)
About Advertising Developers Careers Terms • Find Friends Privacy Mobile Help Center


Your username has been set
You can now direct your friends to facebook.com/scott.mcilnay.
Each Page can have a username
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.
Page Name:
Navy Test
Check availability

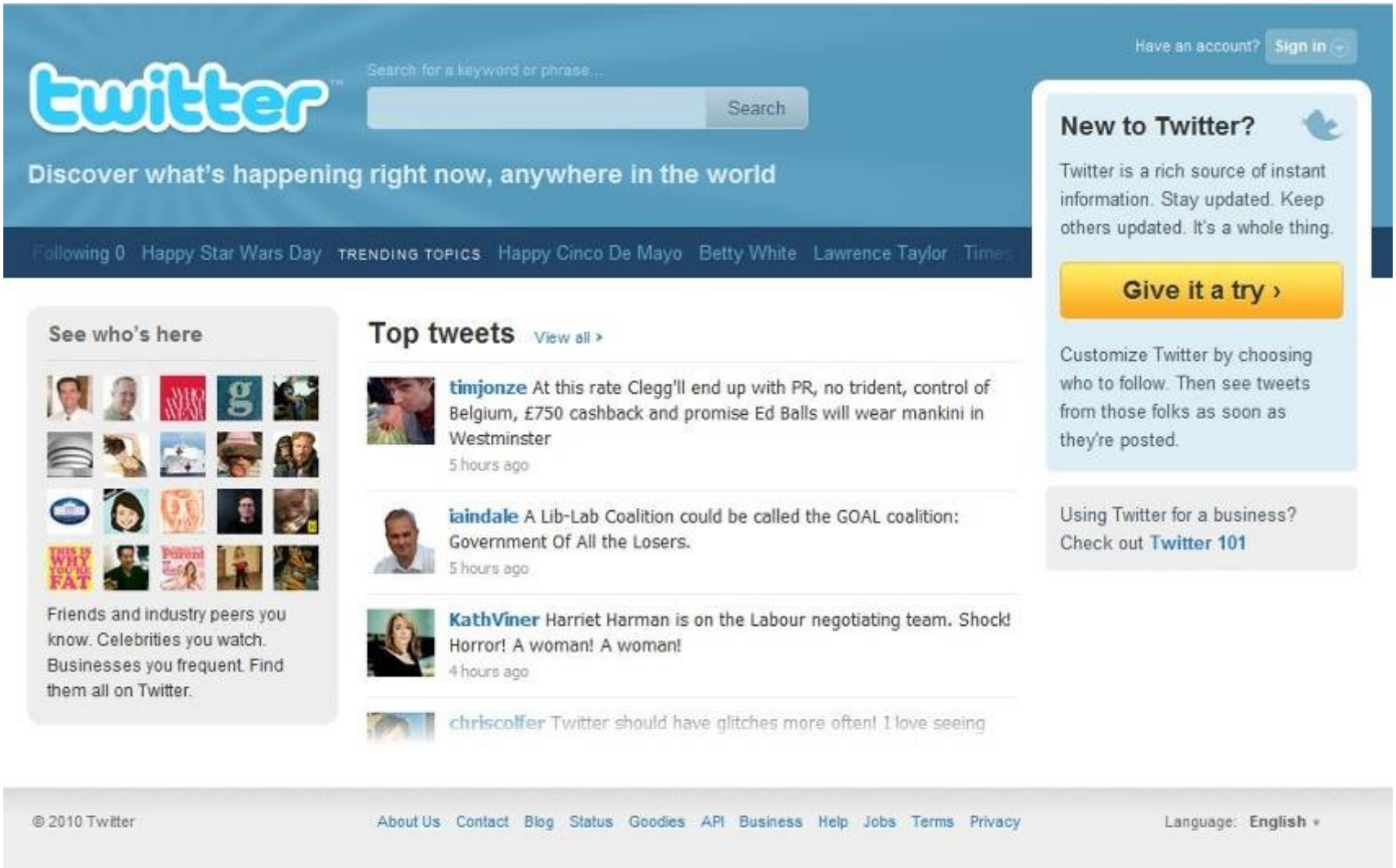
Facebook Best Practices

- Customize your page using Facebook apps (and don't be afraid to experiment)
- Be transparent – identify yourself and let your audience know what's going on
- Listen to your audience and be responsive – it takes two to have a dialogue
- Use Facebook insights to learn about your audience
- Give your audience the kind of content they want
- Manage the signal-to-noise ratio
- Keep posts short (420 characters is the max)
- Use multimedia to help tell your story
- Everything you and your audience posts is being watched by the world

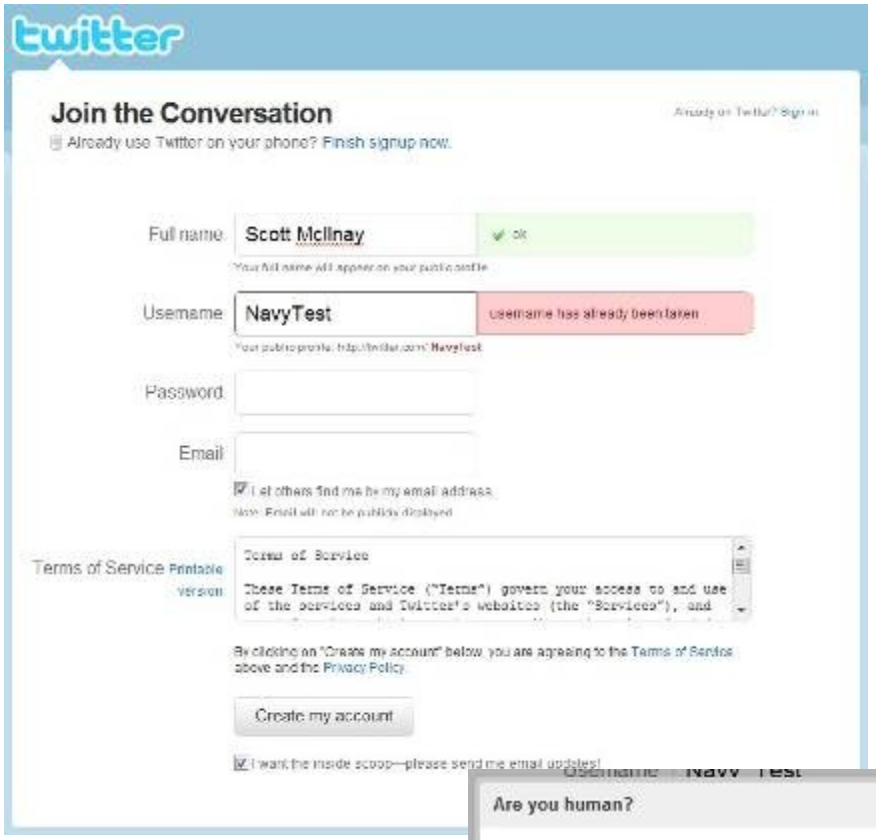
Facebook Resources

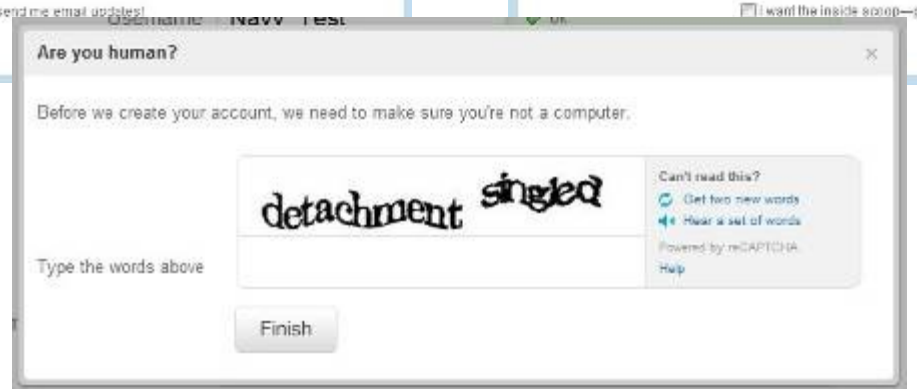
- http://www.allfacebook.com/
- http://www.slideshare.net/USNavySocialMedia/facebooks-how-to-build-a-govmnt-pages-manual-from-facebook
- Social Media Roadmap (on PANet)
- http://www.slideshare.net/USNavySocialMedia/us-navy-intro-to-facebook-presentation
- http://www.slideshare.net/USNavySocialMedia/us-navy-family-readiness-groups-and-facebook
- http://www.slideshare.net/USNavySocialMedia/facebook-basics-for-navy-commands
- http://www.slideshare.net/USNavySocialMedia/navy-privacy-facebook-february-2010-new-homepage-application-settings
- http://www.slideshare.net/USNavySocialMedia/facebook-geo-targeting-post
- http://www.slideshare.net/USNavySocialMedia/opsec-snapshot

Twitter


twitter
Search for a keyword or phrase...
Search
Have an account? Sign in
Discover what's happening right now, anywhere in the world
Following 0
Happy Star Wars Day
TRENDING TOPICS
Happy Cinco De Mayo
Betty White
Lawrence Taylor
New to Twitter?
Twitter is a rich source of instant information. Stay updated. Keep others updated. It's a whole thing.
Give it a try ›
Customize Twitter by choosing who to follow. Then see tweets from those folks as soon as they're posted.
Using Twitter for a business? Check out Twitter 101
See who's here
Friends and industry peers you know. Celebrities you watch. Businesses you frequent. Find them all on Twitter.
Top tweets
View all ›
timjonze At this rate Clegg'll end up with PR, no trident, control of Belgium, £750 cashback and promise Ed Balls will wear mankini in Westminster
5 hours ago
iaindale A Lib-Lab Coalition could be called the GOAL coalition: Government Of All the Losers.
5 hours ago
KathViner Harriet Harman is on the Labour negotiating team. Shock! Horror! A woman! A woman!
4 hours ago
chriscolfer Twitter should have glitches more often! I love seeing
© 2010 Twitter
About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy
Language: English

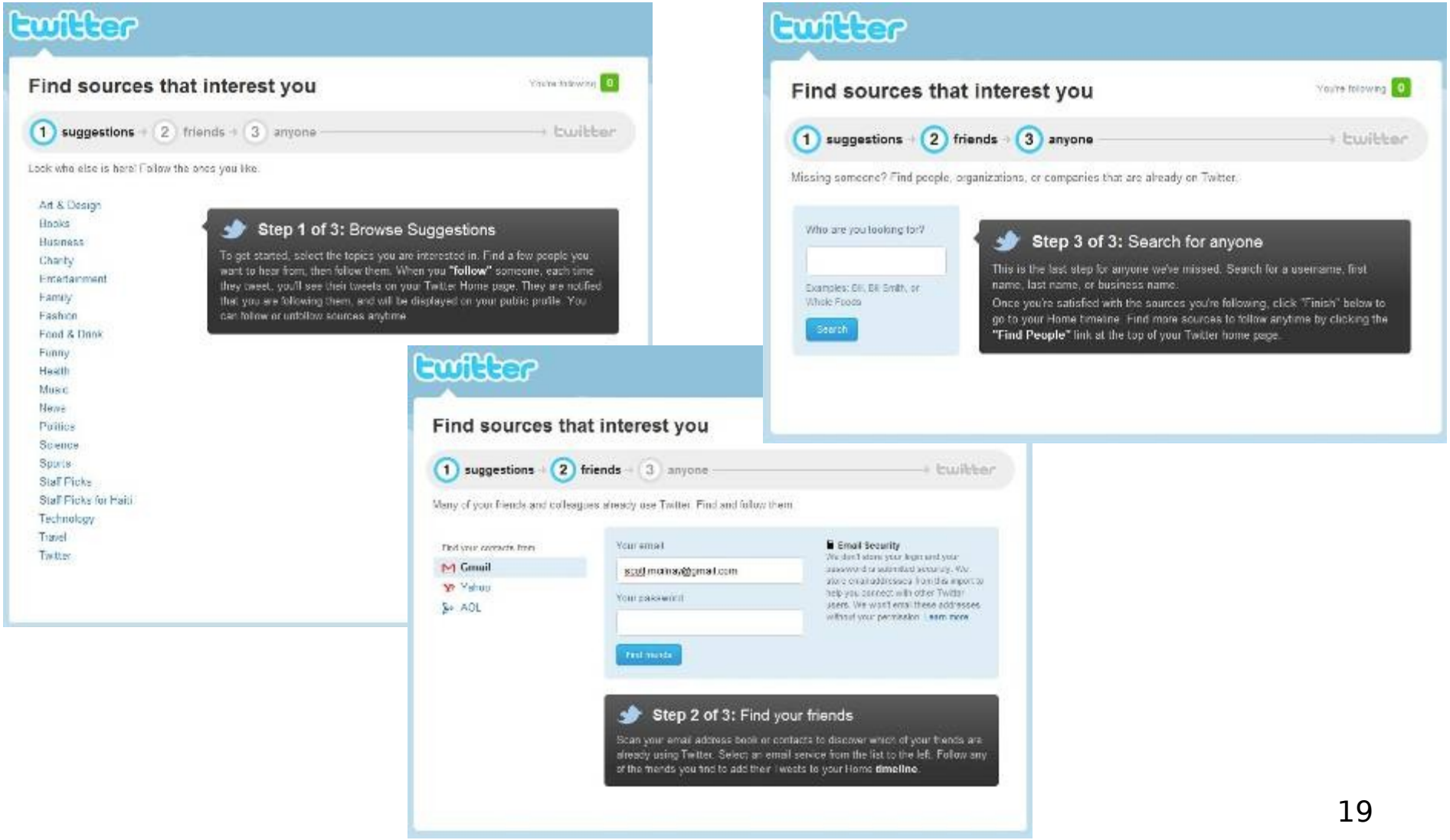
Starting your Twitter account




Are you human?
Before we create your account, we need to make sure you're not a computer.
detachment
singled
Type the words above
Finish

Your Twitter Account

NAVY MEDICINE
World Class Care...Anytime, Anywhere


twitter
Find sources that interest you
1 suggestions 2 friends 3 anyone
Look who else is here! Follow the ones you like.
Art & Design
Books
Business
Charity
Entertainment
Family
Fashion
Food & Drink
Funny
Health
Music
News
Politics
Science
Sports
Staff Picks
Staff Picks for Haiti
Technology
Travel
Twitter
Step 1 of 3: Browse Suggestions
To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you "follow" someone, each time they tweet, you'll see their tweets on your Twitter Home page. They are notified that you are following them, and will be displayed on your public profile. You can follow or unfollow sources anytime.
twitter
Find sources that interest you
1 suggestions 2 friends 3 anyone
Many of your friends and colleagues already use Twitter. Find and follow them.
Gmail
Yahoo
AOL
Email Security
Step 2 of 3: Find your friends
Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their tweets to your Home timeline.
twitter
Find sources that interest you
1 suggestions 2 friends 3 anyone
Missing someone? Find people, organizations, or companies that are already on Twitter.
Who are you looking for?
Examples: Bill, Bill Smith, or Whole Foods
Search
Step 3 of 3: Search for anyone
This is the last step for anyone we've missed. Search for a username, first name, last name, or business name.
Once you're satisfied with the sources you're following, click "Finish" below to go to your Home timeline. Find more sources to follow anytime by clicking the "Find People" link at the top of your Twitter home page.

Register Your Page

NAVY.mil
Official Website of the UNITED STATES NAVY
Careers Info Index About Us Contact Us Home
Search Navy.mil Go
>>> Advanced Search
US Navy Today About the Navy Navy Leadership Media Resources Links of Interest Information Index
NAVY.mil
Social Media Directory
The directory is a one-stop-shop of Navy social media pages across various social media sites.
Social media is all about collaboration. While we encourage candid conversation and frank exchange of ideas, we request you voice your opinions in a respectful manner. You participate at your own risk, taking personal responsibility for your comments, your username and any information provided.
• We do not under any circumstance allow graphic, obscene, explicit or racial comments or submissions, nor do we allow comments that are abusive, hateful or intended to defame anyone or any organization.
• We do not allow solicitations or advertisements. This includes promotion or endorsement of any financial, commercial or nongovernmental agency. Similarly, we do not allow attempts to defame or defraud any financial, commercial or nongovernmental agency.
• We do not allow comments that suggest or encourage illegal activity.
Add Your Command
To add a SM site to this list, please accept the conditions listed to the left. You must also be the administrator of the Navy command/unit SM site and have a .mil address associated with the site.
I accept the conditions
US Navy Organization
Social Media Links
+AFN Naples
+AFN Rota, Spain
+AFN Sasebo
+AFN Yokosuka
+Africa Partnership Station
+All Hands TV

Navy Social Media directory
http://www.navy.mil/socialmedia

Twitter 'Home' vs 'Profile'

twitter
Home
Profile
Find People
Settings
Help
Sign out
NavyNews
That's you!
Lists
use #woundedwarriors to follow the action! (ks) RT @bostonmaggie Anybody got a hashtag for the wounded warrior Games in Colorado?
@DameYankee Howz that? Thanks... too much coffee or not enough. :)
RT @BostonMaggieBig shout out to Ms. Terri Davis & DC2 Leticia McKelvey for their time during today's tour of Norfolk - Ms. Davis a LEGEND!
RT @_NEDU_ Are you fan of Navy history? Learn more about Naval History & Heritage at Naval History & Heritage http://bit.ly/9ElyCa
Name NavyNews
Location 3/4 of the world's surface
Web http://www.navy.mil
Bio Navy News that should matter most to the extended U.S. Navy family.
9,929 following
10,670 followers
949 listed
Tweets 9,247
Favorites
Lists
navy-deck-log
Following
View all...
RSS feed of NavyNews's tweets

Kinds of Tweets

Posts or 'Tweets'

Seabee rockin' the ukele in Afghanistan: http://bit.ly/ajDC2L "Thank you - I'll be here all year!" No - thanks YOU Seabee!

2 minutes ago via web

ReTweets or 'RT'

RT @NavyMedicine USNS Mercy arrived in Hawaii en route Pacific Partnership mission (goes thru late Sept 2010) http://bit.ly/bXg7gq

about 6 hours ago via web

Reply Retweet

Public replies or '@Replies'

Tweets mentioning @USNavy

BostonMaggie Just leaving Norfolk. Great tour of the base with stops at memorials for USS Cole & USS Iowa. Thanks @USNavy @NavyNews @CNO_PAO

about 20 hours ago via txt

Direct Messages or 'DMs'

Direct messages sent only to you

Inbox Sent

GuyKawasaki Thanks for following. If the volume is too great here, unfollow and follow @alltop instead. There are no repeats on that account.

9:59 PM Apr 15th

Following

Name US Navy
Location The 7 seas!
Web http://www.navy.mil
Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)

87 following | 838 followers | 76 listed

Tweets 159

Favorites

Following

View all...

smcilnay

Follow smcilnay

Follow | Lists

smcilnay

Following | Lists

Followers

Name US Navy
Location The 7 seas!
Web http://www.navy.mil
Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)
87 following
838 followers
76 listed
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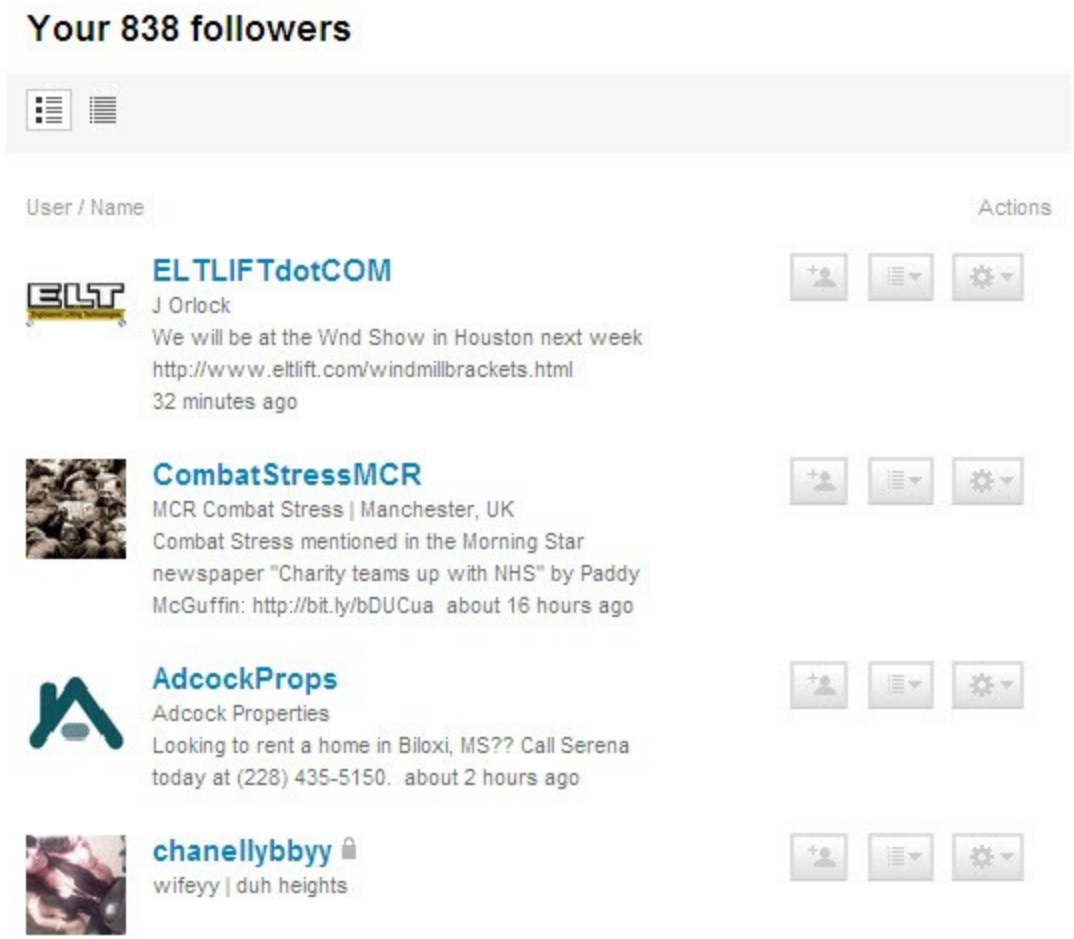
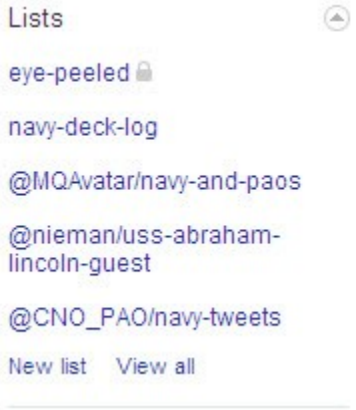
Favorites
Following
View all...


Your 838 followers
User / Name
Actions
ELTLIFTdotCOM
J Orlock
We will be at the Wnd Show in Houston next week http://www.eltlift.com/windmillbrackets.html 32 minutes ago
CombatStressMCR
MCR Combat Stress | Manchester, UK
Combat Stress mentioned in the Morning Star newspaper "Charity teams up with NHS" by Paddy McGuffin: http://bit.ly/bDUCua about 16 hours ago
AdcockProps
Adcock Properties
Looking to rent a home in Biloxi, MS?? Call Serena today at (228) 435-5150. about 2 hours ago
chanellybbyy
wifeyy | duh heights

Lists

Name US Navy
Location The 7 seas!
Web http://www.navy.mil
Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)
87 following
838 followers
76 listed
Tweets 159
Favorites
Following
View all...

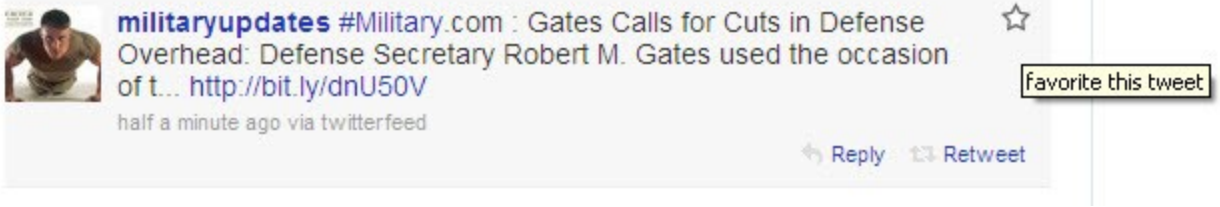

Lists
eye-peeled
navy-deck-log
@MQAvatar/navy-and-paos
@nieman/uss-abraham-lincoln-guest
@CNO_PAO/navy-tweets
New list
View all

Create a new list
List name
Description
Under 100 characters, optional
Privacy
Public — Anyone can subscribe to this list.
Private — Only you can access this list.
Create list

User / Name
Actions
Manage lists in which MilitaryParts appears
MilitaryParts
Ashley C. Young
Selling military parts and equipment...let me know if you need something... about 2 hours ago

Patriot_Nation_
Manage lists in which Patriot_Nation_ appears
Follow
Lists

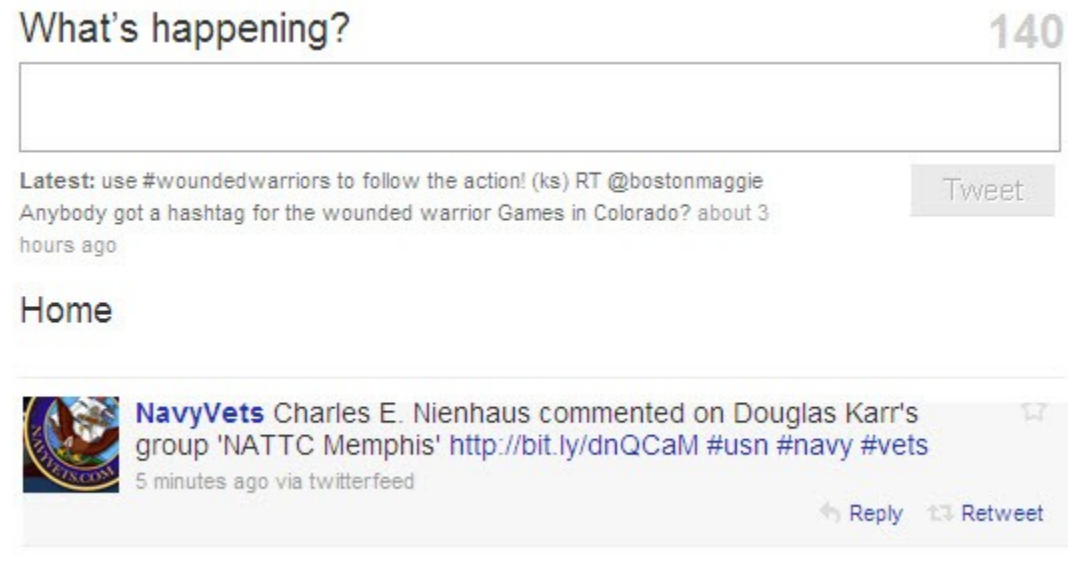
Favorites


militaryupdates #Military.com : Gates Calls for Cuts in Defense Overhead: Defense Secretary Robert M. Gates used the occasion of t... http://bit.ly/dnU50V
half a minute ago via twitterfeed
Reply
Retweet
favorite this tweet

Name US Navy
Location The 7 seas!
Web http://www.navy.mil
Bio Twitter account of the United States Navy! Maintained by the Department of the Navy, Office of Information (CHINFO)
87 following
838 followers
76 listed
Tweets 159
Favorites
Following
View all...

NavyNews's Favorites
flynavy Welcome @NavyNews to twitter! Great source for the latest info about Sailors and for Sailors.
1:08 PM Feb 19th, 2009 via web

Hashtags


What's happening?
140
Latest: use #woundedwarriors to follow the action! (ks) RT @bostonmaggie Anybody got a hashtag for the wounded warrior Games in Colorado? about 3 hours ago
Tweet
Home
NavyVets Charles E. Nienhaus commented on Douglas Karr's group 'NATTC Memphis' http://bit.ly/dnQCaM #usn #navy #vets
5 minutes ago via twitterfeed
Reply
Retweet
NavyNews
9,247 tweets
9,929 following
10,670 followers
949 listed
blip·fm
n. a easy way to share music on Twitter.
Home
@NavyNews
Direct Messages 1
Favorites
Retweets

twitter
#Navy
Search
Advanced Search

Results for #Navy
0.04 seconds
thommooney: How am I still having dreams (nightmares) about being in the #Navy? I thought I got out 4 years ago?
3 minutes ago from Twitterrific · Reply · View Tweet
NavyVets: Charles E. Nienhaus commented on Douglas Karr's group 'NATTC Memphis' http://bit.ly/dnQCaM (expand) #usn #navy #vets
6 minutes ago from twitterfeed · Reply · View Tweet
Feed for this query
Tweet these results
Show tweets written in:
English
Trending topics:
#NowPlaying

Shortened URLs

SkyNewsBreak Vince Cable tells Sky News a deal is "very close to being done" http://bit.ly/bUbqNA
6 minutes ago via API
Retweeted by rbonini and 10 others

crittersize this website offers free trial offers and sells discounted weightloss products ad http://tinyurl.com/264e9tg
4 minutes ago via API

GovNewMedia: FAQ's about FedSpace project http://**go.usa.gov**/iMw
2 minutes ago from *Measured Voice* · Reply · View Tweet

awhomes: http://**twitvid**.com/RPPRV - Find out what Realtors have to say about our new Reserve community.
3 minutes ago from *API* · Reply · View Tweet

joybwriter: @PEOPLEPets Smudge #cutepic http://**twitpic**.com/1myr4m
8 minutes ago from *Tweetie* · Reply · View Tweet

Twitter Etiquette

- **Don’t ask for people to retweet your posts**
- **Follow those who follow you***
- **Thank those who follow you**
- **Thank those who retweet you frequently**
- **Give credit to those you retweet**
- **Retweet content of value to your followers****
- **Be responsive to those who @reply or DM you when they are asking a question**

*Establish guidelines for who you should follow (ex. may not be the best idea to follow an account with a political agenda)

** Be mindful of retweeting content from non-USG/DoD/DoN parties. It is ok to do, just avoid the appearance of favoritism

Twitter Best Practices

- Assume everything is public, only tweet releasable info.
- 140 Characters max but 80-120 Characters ideal
- Abbreviations and creative spelling acceptable as long as meaning is clear
- Tweets need to have value to the reader
- Be engaging, be a person
- Humor and wit are acceptable and even desirable
- Don’t make your tweet obscure, make it clear what you’re talking about
- Include a URL to more content
- Include the “so what” on why this is important
- Include call to action
- Make your tweet searchable by using keywords and hashtags
- Manage your signal-to-noise ratio

Twitter Resources

- **http://tweetmeme.com/**
- **http://business.twitter.com/twitter101/**
- **Social Media Roadmap (on PANet)**
- **http://www.slideshare.net/USNavySocialMedia/how-to-set-up-a-twitter-account**
- **http://www.slideshare.net/USNavySocialMedia/navy-recommended-privacy-settings-for-twitter**
- **http://www.slideshare.net/USNavySocialMedia/twitter-lists-2520857**
- **http://www.slideshare.net/USNavySocialMedia/snapshot-twitter-management-3621642**